

The Smart Home Water Guide

STYLE MANUAL

How to Promote
The Leak Guide
Effectively and
Professionally*



**Or.. How Not To Go Hog Wild With Your Marketing*

01

OVERVIEW

WHY IS THIS PIG SMILING?

Because you're here to follow our guidelines on how to promote the **Smart Home Water Guide**. Thank you. You have our greatest appreciation. It means you share our belief in our brand and promoting its consistency.

The **Smart Home Water Guide** brand is a valuable asset, requiring proper care and management. Consistency and accuracy in the way the guide is promoted will build brand strength and increase brand awareness over time. We know applying these principles takes time and effort, but the **Smart Home Water Guide** will be stronger for it.

This document will help to familiarize you with the brand—its voice and promise—plus its elements so you can design dynamic and powerful communications that will support the guide with confidence.

If you have questions about the guidelines or applying them in your marketing, don't hesitate to get in touch.

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BRAND PROMISE AND VOICE

BRAND PROMISE: SAVE WATER, SAVE MONEY.

What is the **Smart Home Water Guide**? It is, as Veronica Blette of EPA's WaterSense Program put it, a guide for residents to take "simple steps to find and fix those small leaks that add up to big losses." The **Smart Home Water Guide** has valuable information about common, often undetected household leaks that can cost homeowners real dollars. That's money that would otherwise go in their (piggy) banks.

BRAND VOICE: "ONE SMART PIG"

The **Smart Home Water Guide** only works if people use it. For that reason, the guide was designed to be accessible—fun, bright and engaging—so residents would *take the plunge* and see quickly that most leaks can be located and fixed by following simple step-by-step instructions.

The guide is a result of much study and thoughtful research by AMWUA members so it should be taken seriously, but that doesn't mean it has to lecture or scold. Everyone wants to save water. The guide speaks in an authentic manner that blends whimsy (our pigs) with technical facts in order to motivate and empower residents to keep their homes as water-efficient as possible.



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MESSAGING

KEY MESSAGES

There are key messages that should be included when communicating about the **Smart Home Water Guide**:

PRIMARY

- **Saves Money:** Messages such as “Save water, save money” or “Don’t let leaks drain your budget” are meant to educate residents about the money lost from undetected leaks.
- **Easy:** Messages such as “Finding and fixing leaks is easy with our step-by-step guide” can motivate homeowners who might be intimidated about making repairs.
- **Convenient:** Communicate that The Smart Home Water Guide is a mobile website that is easy to follow on a smartphone or tablet while looking for leaks around the home.

SECONDARY

- **Conservation:** Messages such as “A water-efficient home helps conserve water and stabilize existing supplies for a more secure future.”

PROOF POINTS

A proof point is evidence that supports a key message of value. Having statistics or testimonials are good and you might include:

- According to the EPA, the average household loses more than 10,000 gallons of water each year through leaks
- The guide is endorsed by Veronica Blette of the EPA WaterSense Program
- The guide was created by 10 local water utilities who serve more than 3.2 million residents



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IDENTITY

TITLE

The **Smart Home Water Guide** is the title of the guide but the guide itself is logo-free. Despite that, the guide has a brand that needs to be presented in a consistent manner. After all, a brand is more than a logo—it's a personality with distinct graphic design and images that are immediately recognizable.

To protect the credibility of the guide, all supporting marketing should be professional and complimentary.

In order to set the **Smart Home Water Guide** title in your marketing, please use the specs provided. Check the "Resources" section on the AMWUA website for artwork: AMWUA.org/assets/SHWG/

Best Practices:

- Keep plenty of "clear space"—breathing room—around the title to make it readable, and refrain from placing it over an image

PRINT

Smart Home Water Guide

Font: League Gothic, k/o centered in field color spec: C45 M38 Y38 K2

WEB

SMART HOME WATER GUIDE

Font: Cantarell, caps, justify both lines, color spec: C43 M35 Y35 K1

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COLOR PALETTE

NO LIPSTICK ON OUR PIG!

Our pig doesn't need the latest shade. Branding is about consistency and not changing with the seasons or fads.

The colors of the **Smart Home Water Guide** unite to symbolize one organization working together to protect and conserve water.

The upbeat colors are meant to inspire and engage residents to find and fix leaks around their homes.

Best Practices:

- Refrain from introducing new colors
- Leave plenty of white space on the page so that layouts aren't too busy

C 0 M 48 Y 88 K 0 | R 248 G 152 B 56 | HEX #f89838

C 76 M 16 Y 15 K 0 | R 10 G 164 B 199 | HEX #0aa4c7

C 47 M 0 Y 100 K 0 | R 148 G 200 B 61 | HEX #94c83d

C 56 M 72 Y 0 K 0 | R 130 G 95 B 168 | HEX #825fa8

C 0 M 79 Y 85 K 0 | R 241 G 92 B 56 | HEX #f15c38

C 45 M 38 Y 38 K 2 | R 148 G 146 B 146 | HEX #949292

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Typography

PRINT FONTS

The contemporary and clean fonts used in the **Smart Home Water Guide** communicate its message clearly.

Use a combination of type weights to create a legible hierarchy throughout a layout.

Use League Gothic for titles and Myriad Pro for subheads and body copy to create a good balance.

Check the “Resources” section on the AMWUA website for fonts: AMWUA.org/assets/SHWG/

Best Practices:

- Keep line spacing adequate to clearly present copy
- Use size and color to help the reader navigate
- Subheads can be reversed out of a color field for emphasis

League Gothic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Myriad Pro

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

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Typography

WEB FONTS

Many print fonts are not available as web fonts so typically substitutions are made. The **Smart Home Water Guide** primary font, League Gothic, is available as a web font, but the secondary font (Myriad Pro) is to be replaced by Open Sans. The font Cantrell is available for subheads.

Check the “Resources” section on the AMWUA website to download the fonts: AMWUA.org/assets/SHWG/

Best Practices:

- Keep line spacing adequate to clearly present copy

League Gothic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Open Sans

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

Cantrell

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789

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Imagery

BRINGING HOME THE BACON

The **Smart Home Water Guide** pig imagery is one of our most valued assets. The pigs give the guide its personality, make it memorable, and add humor. Our precious pigs are our brand ambassadors.

The pigs are available for you use with the following guidelines.

Download at AMWUA.org/assets/SHWG/

Best Practices:

- Do not place a pig image over another photograph
- Do not stretch or distort the pig images
- Do not choose a stock photo pig without consulting AMWUA
- When using a photo from the **Smart Home Water Guide** (other than the stock photo pig images) include the caption or credit line



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Illustrations

COPYRIGHTED ARTWORK

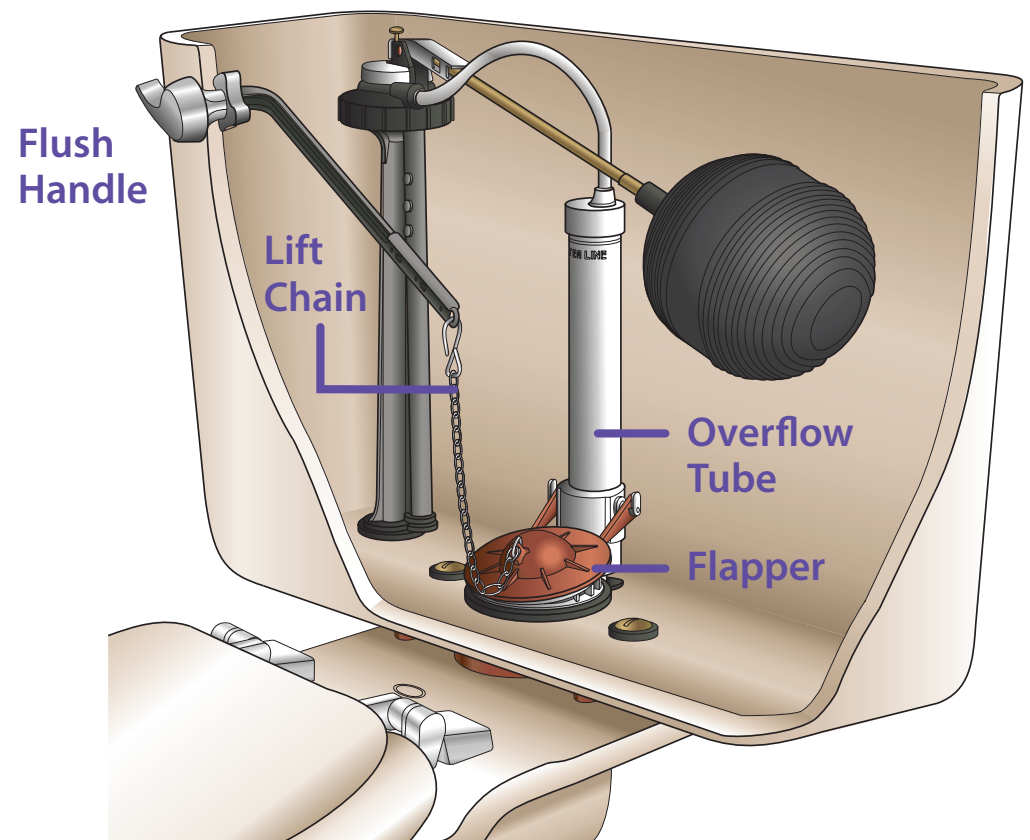
The **Smart Home Water Guide** illustrations are valuable brand assets that were created specifically for the guide and are owned by AMWUA.

The illustrations are available for you use (as JPEG files) with the following restrictions. Download at AMWUA.org/assets/SHWG/

Use Restrictions:

- Do not alter or stretch the illustrations
- Illustrations must include a copyright statement:
"Illustration © AMWUA"
- Do not share the illustrations without permission

If interested in using the images for other purposes that require original vector files, contact AMWUA. These files are valuable and it's important to maintain their integrity.



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Resources

DESIGN ELEMENTS AND MOTIFS

The **Smart Home Water Guide** design elements are available for your use. Download select vector artwork from the AMWUA website. Design elements include:

Background pattern

Icons

